

# Home Visitation Evangelism

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*The "Two by Two" Series—Pamphlet No. II*

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## Preparation and Organization

SECOND EDITION

### PITTSBURGH CAMPAIGN

1400 Workers

3690 New Members

"The total number received as a direct result of the Home Visitation Evangelism Campaign is 3690. Our churches and ministers who participated were all enthusiastic over it. Many said it was one of the most worthwhile things ever conducted by the Methodist Episcopal Church Union."

DANIEL L. MARSH.

## By Guy H. Black

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Greencastle, Indiana

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Former Field Secretary for the Department of Evangelism Board of  
Home Missions and Church Extension Methodist Episcopal Church.

## HOME VISITATION EVANGELISM

By Guy H. Black

### Preparation and Organization

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Home Visitation Evangelism uses business methods in the preparation and organization for an evangelistic endeavor and applies salesmanship principles to the evangelistic task of the church. A bank president expressed his view of their campaign in the following words, "This is a sensible, business-like way of going about the Lord's business. It is not a hit-and-miss plan of going after those who happen to come to revival meetings. We have taken a survey of our city and have the names of every man, woman, and child for whom our church is responsible. We have an organization that will interview and at least extend the invitation of Christ and the church to everyone on the list." Business methods and religion should not be separated. The preparation for the evangelistic campaign should command the admiration of every business man in the church.

The pastor should do four things in preparation for a campaign. First, prepare a complete responsibility list. Second, copy the names with information on cards so that they are ready for assignment. Third, select the committee and have each member sign a Visitation Committee Agreement Card. Fourth, make local arrangements for the campaign.

#### FIRST, A COMPLETE RESPONSIBILITY LIST

This list should include the names of unreached members of the Sunday School; parents of Sunday School pupils, Boy Scouts, Camp Fire Girls, and other children's organizations; unreached persons related to the church through the young peoples' society, Ladies' Aid, Choir, Brotherhood, Missionary Societies, and similar organizations; unreached members of church families; people who occasionally attend church; constituents who have memberships elsewhere; those who have a preference for your church; and people of the community whom no church is serving. When this list is complete the pastor has visualized before him the entire evangelistic responsibility of his church.

A satisfactory list of prospects for a short, intensive campaign can be obtained by carefully checking all Sunday School class books, secretary books of all church societies, the church records, and the pastor's calling list. When complete, this list, in the average church, will be larger than the church membership. Laymen can not be depended upon to secure these

names. This is the pastor's task and should be done accurately so that no name is overlooked. Some campaigns are handicapped 50% because this list is only half prepared. If you interview four hundred prospects instead of two hundred other things being equal you will win twice as many converts. Results will proportionately depend on the number of prospects listed. The average church of four hundred members will have four hundred additional people for whom it should be evangelistically responsible. The writer's campaigns average winning one hundred converts and church letters per week where a pastor has four hundred constituency prospects and thirty laymen who will give every evening for one week to evangelistic visitation.

If a church desires to measure up to its full responsibility, a community survey is necessary, but I recommend that the first endeavor include only the church constituency because this is the ripest field and the church's first responsibility. A second campaign later in the year should endeavor to win prospects not won in the first endeavor and interview all new families and prospects revealed by a survey. Many successful campaigns have been directed using only the church constituency list because when complete it contains about as many names as can be interviewed during a short campaign.

#### A WARNING

I find that many pastors make a mistake in depending on members of their congregation or Sunday School teachers to turn in the names of prospects. Some pastors have printed a special card to distribute in the congregation requesting prospect names. I have tried this and a few names are secured but the total result has always been unsatisfactory. The average Sunday School teacher does not know if all her pupils are Christians and members of the church and a teacher is very seldom able to give accurate information about the parents of all her pupils. I discover that many Sunday Schools do not have addresses of all their pupils. The parents of the beginners, primary, and junior Sunday School children are among the best prospects and constitutes the group from which we obtain the largest results. Home Visitation is the most successful form of adult evangelism and no pastor's preparation is complete until the unreached parents of every pupil enrolled in the Sunday School are listed among the prospects. Parents of Sunday School pupils average first class prospects even though they have never attended a church service and the pastor has not been in the home. About a month before the date of the campaign the pastor should be responsible for a special endeavor to have the Sunday School teachers obtain the accurate address of each pupil. The pastor should then secure all the class books and check them accurately with the church membership roll to be sure that no parent is overlooked.

The following illustration indicates the kind of a situation that I have faced many times. When I arrived in a certain city to direct an inter-denominational campaign a pastor said, "I told my congregation last Sunday that I expected to receive one hundred new members as a result of this campaign." I asked him how many names he had on assignment cards?

He counted and only had about eighty prospects listed. I told him that he could only win a part of the eighty and that with this advance preparation that he could not hope to reach his goal. When questioned he confessed he had not checked any of his Sunday School class books with his church records to list the Sunday School pupils or their parents. He also confessed that he had not signed up any workers but that he was counting on some volunteers and certain people to help. His preparation was not one-fourth complete. Faith without work is dead, the advance preparation must be well made if a pastor expects to achieve large results.

## ASSIGNMENT CARD

Name .....

Address .....

### REASONS FOR BEING ON OUR RESPONSIBILITY LIST

.....Member of Sunday School.	.....Attends Church Service.
.....Child in Sunday School.	.....Wife or Children Members.
.....Baby on Cradle Roll.	.....Attends Some Women's Meetings.
.....Survey—Prefer Our Church.	.....Attends Young Peoples' Society.
.....Member Elsewhere.	.....Other Organization or Club.

Other Reasons or Information.....

.....

Called on by..... Date.....

Report and Follow-up Recommendations.....

.....

## SECOND, ASSIGNMENT CARDS

The names on the responsibility list with information are copied on assignment cards so that they are ready to be given to members of the visitation committee. If the parents are not Christians, the names of all unreached members of the family are placed on the same card. Sunday School pupils' names are also placed on the teacher's "Win-My-Class" assignment card. The names of young men and young women are placed on separate cards for the young people to interview. A notation should be made on the family card about the names that are on other assignment cards. If the adult team that interviews the parents is able to win the entire family the report is made at the worker's meeting and the Sunday School teacher and young people mark their cards accordingly. There may be a little duplication but no harm is done if an individual receives a second call.

### CLASSIFICATION OF ASSIGNMENT CARDS

The assignment cards are divided into four groups—specials, first, second, and third class prospects.

The specials are outstanding personalities whom the pastor desires to personally interview or assign to a particular worker. One soul is worth as much as another, but a ten-talented person will mean much more to the church and the Kingdom than a one-talented person. During the campaign everyone on the prospect list is visited, but the most competent workers are assigned the task of endeavoring to win the key personalities of the community. In one church a team consisting of a bank president and another influential layman spent all their time endeavoring to win outstanding men and won fourteen of these key men during the week. During the first interview a team failed to win the mayor of a certain city but they thought he was a very good prospect. On the closing day of the campaign when the team was doing follow-up work they failed to find him at home or in his office but finally met him on the main business street of the city. The mayor acknowledged that he had been seriously considering becoming a Christian but for political reasons he would not do it at that time. The appeal was made that while he was in a position of great influence and in the vigor of middle-aged manhood that this influential part of his life should be for Christ and the church. He acknowledged that this was right, and upon the street while the crowds were passing made his decision for Christ. Mayors of cities, judges, prominent attorneys, leading business men, and educators have been among those won.

The first class prospects include most of the children, young people, young married couples, new "brothers-in-law," parents of Sunday School pupils, church letters, and additional names that the pastor thinks should belong in this group. The welfare of the children makes most family cases first class prospects even though they have never attended the church and the pastor knows but little about them.

Most of the people of the following groups belong to the second class prospect list: people who have been married ten years and have no children, people over forty years of age, single men beyond twenty years, and men who have been "brothers-in-law" of the church for several years.

The third class prospects are a small group of difficult cases on which a capable team would probably waste valuable time. This small group will be left unassigned until everyone on the special, first, and second class prospect lists has been interviewed and the hopeful follow-up work done. There should be enough workers so that everyone can be interviewed but the more difficult third class prospects will not be assigned until after the workers have had experience.

\* \* \* \* \*

Many Sunday School teachers do not know about the Christian life and church membership of all their pupils. The following card gives the teacher a definite assignment to endeavor to win every pupil who is not a Christian and member of the church. The Sunday School workers should

## **“Win—My—Class” Assignment**

You are requested to personally interview and endeavor to win the following members of your Sunday School class who are not members of the church. Please see every pupil and make a complete report by

"Record of Decision" cards are enclosed.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

We pray that you will be able to win all on this list so that your class will be 100% for Christ and the church. May God bless your efforts.

have two goals. First, to have every member of the Sunday School from the Junior grade and upwards a Christian and member of the church, and second, to win the father and mother of every Sunday School pupil who is not a member of the church. The appeal of the Christian home in the interest of the children is one of the two most effective evangelistic appeals. "A little child shall lead them." When the Sunday School teacher wins a pupil, the opportune time has come to appeal to the father, mother, and other members of the household to become Christians. Thus, the decision of the child is used to open the way into the hearts of the parents.

## MAKING THE ASSIGNMENTS

The pastor should place the assignment cards in envelopes which are addressed to each team. These envelopes can be handed to the workers without confusion or loss of valuable time. In a small church at the first

worker's meeting the pastor may read the names and permit each team to select five or seven assignments. But after this first selection it is best for the pastor to assign the cards as there will be many first class prospects whom no workers will want to interview because they do not know them personally. (In some campaigns the pastors permitted the workers to select their own assignments but after a day or two some competent workers stopped coming to the meetings because there were no more names on the list whom they knew and wanted to interview.) After the first day it has proved most satisfactory for the pastor or the church secretary to make assignments in advance. If any worker receives a name whom he does not want to interview he is instructed to return the card and receive a new one. Calling out the names causes confusion and takes much valuable time which should not be wasted after the work is under way. The teams should not be given assignment cards for the entire campaign but only enough to keep them busy between worker's meetings so that they keep coming to make reports and receive new assignments. The morale of the movement can be maintained best in this way. A team will average from five to seven interviews during a full afternoon and should be given eight to ten cards. The laymen will average three home interviews each evening and should never leave the church with less than five cards so that an evening's time will not be lost if some prospects are away from home.

Church letter cases and other first class prospects should be assigned first because a worker has greater enthusiasm after securing a church letter or winning a soul for Christ. The pastor and director of the campaign should also interview first class prospects the first day because a good start helps the morale of the campaign. A good start also furnishes a good psychological talking point to win prospects whose cases should be closed. If the workers are able to say that they have already won thirty-six or seventy-one and expect to have at least fifty or one hundred to join church on membership Sunday, this has a good psychological effect on those who are "Almost Persuaded." This information helps close many cases where a person is timid or sufficiently human that he does not want to be the only one to go forward. A maiden lady was very sensitive about being baptized and said, "Why didn't my parents have me baptized when I was a child?" It was impossible to secure her consent until she was assured that at least a dozen adults were to be baptized. In another campaign where there were fifty-five baptisms a woman was sensitive and insisted that the pastor baptize her at home before she would consent to go forward with the other converts to make her first public confession and join the church. Most people who have not been attending church will decide sooner if they are sure that others are taking the same step. Nothing succeeds like success even in evangelistic work.

#### RECORD OF ASSIGNMENTS

Assignment cards are lost during every campaign unless the pastor has some organized way of checking up on the workers to see that a report is received on every assignment. It is natural for some workers to be timid.

They take first class assignment cards the first night but lacking the courage to see their prospects, stay away from the workers' meeting and make no report. Consequently the cards often stay in their pockets and are either eventually thrown away or returned after the close of the campaign. Sometimes even a good worker, dreading to see a particular person, will carry a card so long that it is either lost or thrown away. The "team" card is used to keep a record of assignments made to each team or individual. The morale of the work is strengthened if the workers know that the pastor is keeping a record and expects a report on every assignment.

## **Visitation Committee Agreement**

1. I am willing to actively participate in the Home Visitation Evangelistic Endeavor.

2. I will endeavor to attend the following committee meetings:

Sunday—3:00 P. M. Wednesday—6:15 to 7 P. M. Luncheon

**Monday — 6:15 to 7 P. M. Luncheon**      **Thursday — 6:15 to 7 P. M. Luncheon**

Tuesday—6:15 to 7 P. M. Luncheon      Friday      --6:15 to 7 P. M. Luncheon

3. I am willing, after receiving instructions, to take a reasonable number of prospect names at each meeting and have a friendly visit with these people about becoming Christians or transferring their church letters.

(Literature containing instructions about directing a conversation, answering excuses, appeals that win, and securing the decision will be given to each worker.)

Name ..... Address.....

**THIRD, VISITATION COMMITTEE**

The pastor should select this committee as carefully as he would choose Sunday School teachers. He will need about 10% of the membership of his church. This committee of the best and most capable members should include most of the Official Board, Sunday School Board, officers of young people's societies, and other dependable Christians who have the ability or are active church leaders. When the Official Board votes for a campaign have them vote with the understanding that they become members of the committee. The strongest laymen will be sent to interview men of their caliber. Include all the capable men of the church because teams of men or of husband and wife usually make the most successful workers. Prepare the list desired for workers and personally or with the help of a small committee interview and have them sign "Visitation Committee Agreement" cards two or three weeks in advance of the campaign. If the pastor neglects to select his committee until a few days before the campaign or if he chooses the easy lazy way of depending on volunteers, following a public appeal, he will probably be disappointed with the response. Two or three weeks in advance the laymen can not think of any reason why they can not help; but if asked a few days in advance, some will be able to think

of business engagements, other plans, and reasons why they can not serve. Do not ask laymen to volunteer for the work, but draft them. Tell them they have been selected to serve on this committee. Some pastors print in the church bulletin the names of those who have agreed to serve, or announce them from the pulpit a week before the campaign and then extend an invitation for volunteers. The pastor seldom has any volunteers but this helps the laymen who are on the committee to feel their responsibility and gives an opportunity for others to work so that no one feels that he has been slighted. When the pastor completes his preparation he will have a hand-picked committee the members of which have signed an agreement to devote themselves to the work.

One pastor took his church record, went through it alphabetically and made a list of his most capable and consecrated men, women, and young people whom he thought could and should do this work. He had one hundred names on his list which he interviewed and about seventy of them signed Visitation Committee Agreement cards to do the work. Another pastor interviewed twenty-four prospective workers and signed up twenty-three of them. Pastors report an average response of 70% of those who are personally asked two weeks in advance of the campaign. The laymen should be asked to give every evening and Sunday afternoon for one week to evangelistic visitation, a total of six calling periods. If some capable workers cannot give all six periods during the one week permit them to give three evenings per week for two weeks as the pastor will need some help the second week for the follow-up work. The workers develop a line of conversation, approach their work with more confidence, and secure better results after the experience of a few evenings spent in visitation. The workers increase in efficiency and usually do their best work toward the last of the week. Results also produce enthusiasm and loyalty to the work. It is for these reasons that workers should be signed up for six periods of visitation. Some pastors refuse to accept any worker who will not agree to give six periods to visitation unless it would be some one of outstanding ability. During mass revival meetings, the best laymen usually attend regularly for two or three weeks and it is not unreasonable to ask them to give their evenings for one week or six periods during the two weeks for evangelistic service.

Every committee will have some mediocre members who should be assigned prospects of their class. Often times workers who seem to have only one or two talents will accomplish more than those who are thought to have ten-talent ability. In one church a man volunteered who was a dependable Christian but did not have a good education, used poor English, and spoke with a foreign accent so that no other worker wanted him for a teammate. The pastor thought he would not properly represent his church but he assigned him hard cases where he could do no harm and sent him out alone. He worked hard, interviewed every prospect assigned to him and daily reported converts. He surprised the committee by being the most successful worker in the church. Pastor and official members

were all glad to recognize and honor this brother for the splendid service he had rendered. "Not by might, nor by power, but by my Spirit, saith Jehovah of hosts."

#### FOURTH, CAMPAIGN ARRANGEMENTS

##### The Church Suppers

The supper period gives an opportunity for reports, assignments, brief instructions, maintenance of the morale, and devotions. While the workers are eating, the pastor receives the written reports and calls for two minute verbal reports from teams that have had success. He then hands out the assignments, gives brief instructions or encouragement, has prayer, and the workers leave the church by 7 P. M. The supper should be as early as possible so that workers can have an early start from the church to spend the evening in visitation. The suppers should be simple—just a satisfying lunch served at cost. The workers cheerfully pay 25c to 35c but if this does not cover the cost the balance is usually paid from the current expense fund. Occasionally a pastor does not have a church supper but asks the workers to meet at the church at 7 P. M. When the workers eat dinner at home, they usually visit with the family a few minutes and part of them do not get to church until after 7:15. After the pastor receives reports, makes assignments, gives brief instructions, and has prayer, it is 7:30 or 7:45 before the workers leave the church. By this time one-third of the evening has been lost. Suppers make a contribution toward the success of many church events. Why not use them if they will make a contribution toward the evangelistic endeavor helping to maintain the morale of the workers and enable them to do one-third more work each evening?

Some pastors have their church membership divided into units, circles, or districts with an evangelistic chairman for each division. This chairman often acts as captain of a group of workers and he and his helpers are given a separate table at the workers' supper training conference. This captain gives out assignments, receives reports, and is responsible for maintaining the attendance and morale of his table group. In addition to the districts, large organized Sunday School classes, junior, intermediate, senior, and young peoples department teachers often form table groups. A Flying Squadron group who will look after special cases in any section of the city is sometimes desirable.

In an interdenominational campaign each pastor with his workers is seated at a separate table or two small church groups sit at each end of a long table.

#### A SHORT INTENSIVE CAMPAIGN

The spirit of America favors short intensive drives. There is no need of taking two weeks to do what can be accomplished in one week. The most satisfactory results are obtained by having a short intensive campaign which will be followed with a permanent organization for quiet continuous work. Many capable official members are active business men who will

agree to give every evening for one week to evangelistic visitation when they will not agree to give their evenings for several weeks. After they experience the joy of winning souls and recognize the value of the results achieved, the majority of the workers are willing to be members of a permanent committee.

No church gatherings of any kind should be permitted during the period of intensive visitation. It always takes the time of some church leader who should be a worker.

#### PROGRAM FOR ONE WEEK ENDEAVOR

Parish Survey—Two months before evangelistic date.

Intensive preparation beings—One month in advance.

Advance preparation completed—One week before campaign.

Sunday	A. M. Sermon on Evangelism for inspiration of members. 3 P. M. Workers training conference. 7:30 P. M. Evangelistic service.
Monday	6:15 to 7 P. M. Workers' Supper, Training Conference.
Tuesday	6:15 to 7 P. M. Workers' Supper, Training Conference.
Wednesday	6:15 to 7 P. M. Workers' Supper, Training Conference. Sunday School officers and teachers meet with workers.
Thursday	6:15 to 7 P. M. Workers' Supper, Training Conference.
Friday	6:15 to 7 P. M. Workers' Supper, permanent organization of the laymen perfected for continuous all-year evangelistic work.
2nd Sunday	A. M. Evangelistic Message. 2:30 P. M. Workers meet for reports and follow-up assignments. 7:30 P. M. Evangelistic service. Week of quiet follow-up work and pastoral instruction visits with each new convert. Membership Sunday. Beginning of a week of services or of the Religious Educational follow-up program to establish the new converts.

The preparation should be completed one week before the intensive campaign begins. Either a few days before the campaign or on Sunday afternoon the pastor should have a workers' meeting to briefly review pamphlet III, pledge the workers to study its contents, and have a consecration (communion) service. Either start the visitation after a workers' luncheon following the Sunday morning service, or after a workers' meeting at 2:30 P. M., or after the Monday evening workers' supper. The permanent organization should be perfected at the Friday evening supper meeting. On the Sunday following the week of visitation preach evangelistic sermons but do not receive any new members. The week of intensive visitation should always be followed by a week of quiet follow-up work and pastoral instruction visits with each new convert before Membership Sunday.

Some pastors conduct a week of public services to develop an evangelistic atmosphere for the home visitation work. I do not recommend this because I prefer to have the work done under the natural spiritual and evangelistic atmosphere that should prevail in the church during the entire year. The permanent organization should make this a continuous all-year evangelistic program and personally I do not desire an unnatural atmosphere that has to be developed. If a church does not have between five and ten per cent of its membership who are genuine in their daily Christian living so that their spiritual life is such that they are able to do this work at any time, then that church is in a deplorable condition. Experience has taught that people who have to be warmed up spiritually do not always make the best workers. On the other hand many steady dependable Christians who have never displayed emotional evangelistic tendencies often make very capable workers. I usually recommend that no mass meetings should be conducted either before or during a Home Visitation endeavor. If a pastor and church have been in the habit of holding mass revival meetings, then I recommend a week of services making it primarily a teaching ministry for the instruction of the new converts and the spiritual life of the church membership as a part of the follow-up program to immediately follow the Home Visitation endeavor.

#### SEASONS FOR HOME VISITATION EVANGELISM

The early fall campaign which is followed by a permanent organization of the laymen for continuous evangelistic work with a second natural climax culminating at Easter keeps a continuous evangelistic atmosphere in the church and secures the largest final total results for the church and kingdom. A January or February intensive campaign can be part of a continuous January to Easter Evangelistic program. A campaign just before Easter takes advantage of the evangelistic spirit of that season and always achieves the largest immediate results. Some of the writers most successful campaigns have been directed during May and before Children's Day in June as a final clean-up climax to conserve the results of the year's work. In rural districts successful campaigns have been directed during the summer months. Home Visitation Evangelism depends upon the personal contact and this secures results at any season. At any time during the year when a pastor prepares for the work and can secure the co-operative services of his best laymen this type of evangelistic work can be successfully done.

#### THE PERMANENT ORGANIZATION

On the closing Friday night of the intensive campaign the workers should be pledged to be members of the permanent committee to give one afternoon or evening per week to evangelistic visitation. Dr. Fifer of Central Methodist Episcopal Church, Indianapolis, Indiana, has his permanent committee divided into a church letter and convert committee with a layman as chairman of each division. The Fourth Presbyterian Church of Chicago has two permanent committees: the associate pastor directs a men's

committee that meets once a week at the church for dinner, and a salaried woman worker directs a woman's committee that meets weekly. The writer acted as chairman for the work at the First Methodist Episcopal Church, Gary, Indiana. One woman gave Tuesday afternoons for six months to evangelistic visitation and won about eighty people. Between the first of January and the first Sunday of July members were received every sabbath, about twelve being the smallest number received on any Sunday. A total of five hundred thirty-two decisions were received as the result of quiet, steady, continuous directed personal evangelism. If a capable layman can not be secured then the pastor should act as chairman until he develops a competent leader. A church secretary can do much of the detailed clerical work.

## RECORD OF DECISION

I accept Jesus Christ as my personal Saviour and purpose with His help to live a Christian life.

I desire to unite with the ..... Church, and plan to present myself for membership Sunday, .....

I wish to transfer my membership to this church. For letter write to ..... at .....

My name stands on the record there as.....

NAME.....

Address.....

The following is printed on the other side of the Record of Decision card:

### Membership Questions Asked in Some Churches

"Do you receive Jesus Christ as your Saviour, and do you confess Him as your Lord and Master? (Answer. I do.)

Do you receive and profess the Christian Faith as contained in the New Testament of our Lord Jesus Christ? (Answer. I do.)

Will you be loyal to the ..... Church, and uphold it by your prayer, your presence, your gifts, and your service? (Answer. I will.)"

### A PARISH SURVEY IS IMPORTANT

Whenever possible, a survey of the parish should be taken. The pastor must know his community if intelligent service is to be rendered. Many splendid surveys have been taken and no use made of the information. A visitation campaign is a valuable way of immediately using the information obtained. Every survey reveals children who should be in the Sunday School, young people who should participate in the young people's activities of the church, parents who have had Christian training and are sympathetic and willing to co-operate with the church, and new families who have not formed any local church connection. This information discloses many fine prospects who can be won during a Home Visitation Evangelistic campaign.

Pastors are warned against using old survey addresses or survey information carelessly and inaccurately obtained. Nothing is more discouraging to a team of laymen who want to accomplish something than to spend the entire evening hunting wrong addresses or calling only on hopeless cases that do not truly belong to the church constituency. At one church a team of capable workers wasted an evening, calling at eight homes without interviewing a prospect. Four of the addresses were wrong or the people had moved, one family was away, at one place a large fat colored lady came to the door and said she was a Methodist, and the other two places preferred other Methodist churches in the city. These laymen returned in disgust, saying they would not waste their time on such inaccurate information and addresses. A complete, up-to-date, accurate constituency list is the foundation for this type of a campaign.

### SOME PASTORAL EXPERIENCES WITH SURVEYS

A pastor used his laymen in making a survey of his community at South Bend, Indiana. People of the city as well as his own members thought that this section, which was near Notre Dame University, was mostly Roman Catholic. The survey figures revealed that only 34% of the people were Catholics. This was the only church located in a community of over a thousand homes. The pastor obtained a complete survey by making a map of the area, dividing it into districts, and numbering the houses in each district. He handed a map of a district to each worker which included the location and number of each house. If the laymen failed to return a report for any home, the pastor was able to check immediately and follow up to secure the information. This pastor personally interviewed the new prospects revealed by the survey, and for a period of nine weeks received heads of families into the church each Sunday. This pastor then used his laymen to make a survey of the country adjacent to his section of the city. The nearest church was five miles away, and only served a few neighborhood families. The adjacent country territory was a ripe, unworked field for this church and pastor to serve.

A survey of the country around a county-seat town indicated that three country churches had closed within the last few years. The pastor con-

sidered that the country roads were simply extended streets of the town and automobiles could bring the farmers to the town church in a comparatively short time. During the campaign in this church the membership of these three rural churches was moved into the town.

A survey made by a rural pastor indicated that in three directions the church territories over-lapped, while in the fourth direction there was no church for many miles. This rural pastor won families five miles distant in the unoccupied territory who with machines could reach his church conveniently.

#### SOME PREPARATION EXPERIENCES

The preparation should start early enough to avoid an "eleventh hour" rush, which usually results in incomplete preparation and handicaps the campaign. In a one-week campaign at a Chicago church the supper arrangements were not definite and failed at the last hour so that instead of five suppers only two were provided. The pastor made a list of one hundred prospective workers whom he expected to see personally, but pastoral work interfered so that he did not interview or sign up anyone. Less than twenty laymen were present the first night and none of them planned on working every night for the one-week campaign. The Sunday School constituency assignment cards were not complete. Thus, the preparations and outlook for the campaign were very poor. The pastor and writer worked very hard and 124 persons were won. But if the pastor had perfected his organization, they could just as easily have reached 200 people during the same time.

In another church the pastor overlooked the prospect cards for the young people. There were no names or workers from this very prospective group. In another church that should have had 1,000 prospects and one hundred workers the preparation was made by a layman. Sickness interfered so that this large church started the campaign with two hundred twenty prospect cards and thirty workers. One hundred thirty people were won during the week but with adequate preparations they should have won three hundred.

These campaigns contrast with a campaign at the Austin Methodist Church in Chicago, where the pastor told the writer that if the endeavor was not a success it would not be the fault of the preparation. He had eight hundred and fifty prospect cards, fifty workers, and won three hundred eighty-seven people during the ten-days' campaign. If you conduct a Home Visitation Campaign, you also should be able to say, "if the endeavor is not a success it will not be the fault of the preparation."

The success of a campaign depends on three things:

FIRST: Preparation.

SECOND: Pastoral Leadership.

THIRD: Loyalty of the Laymen.

I am taking for granted that the spirit of prayer and consecration for this work already exists.

## SPEAKING AND CAMPAIGN DATES

All the writer's time is devoted to promoting this program and directing Home Visitation Evangelistic campaigns. He is available for speaking engagements, church, district, Methodist, or interdenominational city evangelistic campaigns.

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### PAMPHLETS NOW IN PRINT

- I. HOME VISITATION EVANGELISM.—Introductory Pamphlet.
- II. PREPARATION AND ORGANIZATION.
- III. INFORMATION AND SUGGESTIONS FOR WORKERS.

This pamphlet should be given to each worker.

Profit from the sale of these pamphlets will be used to mail free literature to promote the program. Cash must accompany order.

Pamphlets 10c single copy; \$1.00 per dozen.

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### CARDS USED IN THE CAMPAIGN—SAMPLES FREE

Assignment Cards (two colors) .....	per hundred	35c
Visitation Committee Agreement .....	per hundred	35c
"Win-My-Class" Assignment .....	per hundred	35c
Record of Decision .....	per hundred	35c
Team (Record of Assignments) .....	per hundred	35c
Family Information Card .....	per hundred	35c
Names for Visitation Committee .....	per hundred	35c
Survey Cards .....	per hundred	35c

(Cash must accompany order or no cards will be mailed.)